

B.B.A. Semester - 4 (CBCS) Examination
March/April-2024 [OLD COURSE]
CONTEMPORARY ISSUES IN MARKETING(CORE)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Que.1 What is market segmentation? Discuss significance of market segmentation. (14)

OR

Que.1 Discuss in detail consumer characteristics approach for segmenting consumer market.

Que.2 Describe stages of buying decision process. Discuss managerial implications of buying process. (14)

OR

Que.2 (A) Explain role of consumer behaviour.

(B) Discuss personal factors affecting consumer behaviour.

Que.3 Describe marketing research process. (14)

OR

Que.3 Discuss.

(A) Scope of marketing research.

(B) Limitations of marketing research

Que.4 Discuss different methods (plans) of sales force remuneration. (14)

OR

Que.4 Discuss.

(A) Sales force recruitment and selection

(B) Sales force control

Que.5 (A) Discuss factors of marketing environments. (14)

(B) Explain need of marketing ethics.

OR

Que.5 Explain.

(A) Reasons for failure of consumerism in India

(B) Marketing strategies for market leader.
